File

fashion/calendar

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Ruth Finley, Publisher / issued weekly

May 11, 1964

1964

JANUARY						
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, MAY 11, 1964

May 11 — ELIZABETH ARDEN RELEASE--Lingerie fashions. (Preview, May 7.)

Monday May 11 4:00 P.M. Cocktails — PRESS PREVIEW: JUNIOR SPORTSWEAR — WHITE STAG MFG. CO. (1407 BROADWAY) — HOTEL DELMONICO PARK AVENUE SUITE
Premiere showing of White Stag's junior sportswear. Guest of Honor: John Weitz. For the press only, by invitation. (Note Change Of Date.) Contact: BR. 9-1972.

Monday May 11 6:00 P.M.-8:00 P.M. — OPENING RECEPTION: NISHIJIN SILK SHOW — JAPAN TRADE CENTER — 393 FIFTH AVENUE SHOWROOM
Display of dresses, kimonos, slacks, neckties, handbags, scarves, shawls in Nishijin silk at special reception. By invitation. Showings, May 12-15, from 10:00-5:00. Publicity: Swing Meyer at Ruder & Finn, PL. 9-1800.

Beginning Monday May 11 — OPENING OF FALL SUIT COLLECTION — COUTURE SPECIALTIES — 512 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Fall collection, featuring boutique ready-to-wear. By appointment. Contact: Arthur Ray, LA. 4-3645.

Beginning Monday May 11 — SHOWING: IMPORTED READY-TO-WEAR — FIVE DESIGNERS — VIRGINIA KREMENTZ 42 W.58TH ST., RM.203
Continuous showings, by appointment. Fabiani--Italian suits, coats, dresses, raincoats; Valditevere--sportswear made of exclusive novelty fabrics, at-home skirts; Consentino of Capri--Velveteen separates, suits, jewelled tops; Herta Von Altman--knitwear from France and Italy. Contact: PL. 3-4464; or PL. 3-3500.

Beginning Monday May 11 — OPENING: FALL JUNIOR COLLECTION — GAY GIBSON, INC. — 1407 BROADWAY SHOWROOM - 39TH FLOOR
Daily informal showings of Fall collection. Contact: LO. 5-4211.

May 12 — MACY'S RELEASE DATE--Junior Summer sportswear. (No Press Show)

Tuesday May 12 10:30 A.M. — OPENING OF FALL SUIT COLLECTION — HANDMACHER-VOGEL, INC. — 533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Complete Fall collection of Fibranne suits of twistspun, double knits, and wool. Showings at 10:30, May 12, 26, June 2, 9, 16, 23. By reservation. Contact: Norma Rousseau, LO. 4-7832.

Tuesday May 12 2:30 P.M.; 8:30 P.M. — ANNUAL FASHION SHOW: DESIGNS BY STUDENTS — TRAPHAGEN SCHOOL OF FASHION — PARK SHERATON HOTEL BALLROOM
Forty-first annual fashion showing of original designs by students. Commentator: Edith Burke. Tickets: $3.00, afternoon; $5.00, evening, reserved; $3.00 unreserved. Contact: Dorothy Tyroler, CO. 5-2077.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 12 2:30 P.M.	PREVIEW OF FALL COLLECTION	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Shirts, skirts, pants, separates, and knits. By invitation. Continuous daily showings thereafter. Publicity: Jeanette Gottlieb, BR. 9-6560.		
Tuesday May 12 4:00 P.M. Aperitif	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS	PRATT INSTITUTE (BROOKLYN)	JUDSON HALL 165 WEST 57TH STREET
	Designs by students at their sixty-fourth annual fashion show. Show at 4:30 P.M. By invitation. Contact: Fashion Division, MA. 2-2200, Ext.383.		
Wednesday May 13 10:30 A.M.	PRESS PREVIEW: FALL RAINWEAR COLLECTION	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Lawrence of London will present their Fall collection of couture rainwear. By invitation. Thereafter, June 2, 3, 4, 8, 10, 11 at 4:00 P.M. By reservation. Publicity: Peg Mathews, CH. 4-3815.		
Wednesday May 13 12:00 Noon	PREVIEW: MID-SEASON MODEL ROOMS	ABRAHAM & STRAUS (BROOKLYN)	6TH FLOOR
	Preview for the press of the Broyhill Premier "Emphasis" collection, exclusive with A & S, featuring five rooms and vignettes. Luncheon will follow at Gage & Tollner, Inc., 374 Fulton Street. By invitation. (For Release, Fri., May 15.) Publicity: Diane Wallace, TR. 5-0195.		
Wednesday May 13 4:00 P.M. Cocktails	PREVIEW OF FALL PETITE FASHIONS	PETTI 4'S, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Preview of Petti 4's Fall custom-sized petites, ensembles and one-piece dresses. For press and buyers, by invitation. Continuous daily thereafter. Contact: George Rappaport, CH. 4-3558.		
Wednesday May 13 4:00 P.M. Cocktails	TWELFTH ANNUAL COTTON FASHION AWARD	NATIONAL COTTON COUNCIL OF AMERICA	HOTEL DELMONICO BALLROOM
	"Blue Ribbon Cottons"--featuring fashions by this year's and past winners of awards. Cotton award to Anne Klein of Junior Sophisticates. Show at 4:30. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday May 14 9:30 A.M. Coffee	PRESS PREVIEW OF CHILDREN'S IMPORTS	OHRBACH'S	6TH FLOOR
	Preview for the press of children's import collection. By invitation. (For Release, Fri., May 15.) Publicity: Mary Ann Crenshaw, OX. 5-4000.		
Thursday May 14 10:30 A.M.	PRESS PREVIEW: FASHIONS BY BONNIE CASHIN	SILLS AND COMPANY	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR
	By invitation. Contact: LO. 5-0274.		
Thursday May 14 12:00 Noon Luncheon	CHILDREN'S DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
	Subject:"Children on the Go"--Speaker: Bill Adler, editor of "McCalls," humorist and author. Co-chmn.: Susan Rolontz (commentator) of Tobe Assoc.; and Marcelle Burnham of "McCall's." Prices: $8.00, members; $12.00 guests. Contact: CI. 7-3940.		
Thursday May 14 3:30 P.M. Cocktails	PREVIEW OF FALL COAT COLLECTION	COUNTRY TWEEDS, INC.	500 CLUB 500 SEVENTH AVENUE
	Preview of Fall coats and ensembles. For press and buyers, by invitation. Thereafter continuous daily at showroom, by appointment. Contact: Mickie Goldfarb, BR. 9-6200.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
May 15	ABRAHAM & STRAUS RELEASE--Model rooms. (Preview, May 13--See Pg. 2)		
Friday May 15 12:30 P.M. Luncheon	PRESS PREVIEW OF "AMPHIBIA, '64"	B. ALTMAN & COMPANY	9TH FLOOR CONFERENCE ROOM
	"Amphibia, '64"--fashions for the active, inactive, and so-so active life--on the water, in the water, by the water, including new "boutique" collection, designed by Ann Campion, exclusive with Altman's. By invitation. (For Release, Tues., May 19.) Publicity: Kay Robinson, OR. 9-7800.		
May 18	MACY'S RELEASE DATE--Children's "By The Sea" fashions. (No Press Show)		
Monday May 18 12:00 Noon Cocktails	PREVIEW OF LINGERIE AND LOUNGEWEAR	KAYSER LINGERIE (425 FIFTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
	"Make A Date With Kayser"-preview of Fall lingerie and loungewear fashions. Luncheon at 12:30; Show at 1:15 P.M. Publicity: Gertrude Scholz, MU.3-7020.		
Monday May 18 4:30 P.M. Cocktails	'TEEN PRESENTATION FEATURING FASHIONS	'TEEN MAGAZINE (770 LEXINGTON AVENUE)	BARBIZON-PLAZA HOTEL THEATRE
	"Spotlighting Teens"-an off-Broadway production, featuring fashions, beauty, and entertainment. Cocktails--North and East Galleries. Show promptly at 5:00 P.M. Admission by ticket only; for trade, press, and merchandisers. Contact: Fay Beneduce, PL. 1-5260.		
May 19	ALTMAN'S RELEASE DATE--"Amphibia, '64". (Preview May 15, See Above.)		
Tuesday May 19 8:30 A.M. Breakfast	SUB-TEEN FASHIONS & MERCHANDISING CLINIC	AMERICAN GIRL MAGAZINE	STATLER-HILTON HOTEL BALLROOM
	Tenth annual back-to-school subteen fashion and merchandising clinic--complete presentation of publicity campaigns and sub-teen style show forecast. Admission by ticket only for trade, press, and merchandisers. Publicity: Pat Di Sernia, Fashion and Merchandising Director--The American Girl Magazine, PL. 1-6900.		
Tuesday May 19 2:30 P.M.	LONDON READY-TO-WEAR BY HARDY AMIES	FEDER FASHIONS	1410 BROADWAY SHOWROOM - 29TH FLOOR
	Showing of Fall ready-to-wear coats, suits, and ensembles, designed by Hardy Amies. By invitation. Thereafter informal daily showings. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.		
Tuesday May 19 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Late day and formal fashions. By invitation. Thereafter, June 2 and 9 at 1:30, by reservation. Contact: Sylvia Greer or Al Davis, WI. 7-9470.		
Wednesday May 20 9:00 A.M. Breakfast	FASHION SHOW: CITY'S 300TH ANNIVERSARY	DEPT. OF PUBLIC EVENTS-CITY OF NEW YORK	ROCKEFELLER CENTER PROMENADE CAFE
	New York City's 300th anniversary celebration and fashion presentation, in cooperation with Alyssa Originals. By invitation. News contact: Gagen Assoc., OR. 9-6996. Fashion Publicity: Eleanor Lambert, MU.8-2130.		
Wednesday May 20 11:00 A.M.	OPENING OF FALL FOUNDATION COLLECTION	WARNER'S	200 MADISON AVENUE SHOWROOM - 10TH FLOOR
	By invitation for press and buyers--May 20 at 11:00, 2:00, 3:30. Market: June 1 at 2:00; June 2, 3, 4 at 10:00 and 2:00; June 5 at 10:00; June 8 and 9 at 9:30, 11:00, 2:00, 3:30; June 10 at 9:30; 11:00, 2:00; June 11 at 10:00, 2:00. Contact: Lila Moren, (Press); Kay Keniry (Buyers), MO. 1-1300.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 20 2:30 P.M.	PREVIEW OF NEW CHILDREN'S FASHIONS	STYLE-AGE (PHILADELPHIA, PA.)	STATLER-HILTON HOTEL 33RD ST.& 7TH AVENUE
	Premiere showing, in Georgia Ballroom, of Style-Age girls' dresses, ensembles, sportswear, separates. Featuring a new concept in sizes 3 to 8 and 9 to 14, designed by Sari. By invitation. Thereafter showing in private suite. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.		
Wednesday May 20 3:30 P.M. Cocktails	PREVIEW OF FALL COLLECTION	CLARET ORIGINALS, INC. (498 SEVENTH AVENUE)	SHEPHEARD'S HOTEL DRAKE
	"Discotheque"--preview of Claret sportswear, imports, and casuals for Fall. Showing at 4:00. By invitation. Beginning June 1 at showroom. Contact: LO. 3-6126. Publicity: Essie Pinsker, WI. 7-2514.		
Tuesday May 21 2:30 P.M.	PREVIEW OF FALL SUITS AND COSTUMES	BRIARBROOK SUITS	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Fall suits and costumes, designed by Stefan. By invitation. Continuous daily thereafter. Contact: Isabelle Crawford, LW. 4-9000.		
Thursday May 21 2:30 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	For press and resident buyers, by invitation. Beginning Monday, May 25, through June 4, daily except Friday at 10:30. Thereafter, Monday through Wednesday at 10:30. Publicity: Jeanette Gottlieb, BR. 9-6560.		
Thursday May 21 4:00 P.M.	READY-TO-WEAR PREVIEW: MADE-IN-FRANCE	MENDES	HOTEL PLAZA WHITE & GOLD SUITE
	Capsule press preview of three ready-to-wear French couturier collections: Philippe Venet, Madeleine de Rauch and Castillo. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7874.		
Thursday May 21 4:30 P.M. Cocktails	FALL FASHION SHOW AND PRESENTATION	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	STATLER HILTON HOTEL BALLROOM
	Fall fashions for toddlers, girls, pre-teens, and boys. Show at 5:00 P.M. By invitation. Contact: Jeanette Butzell, MU. 5-4400.		
Monday May 25-June 19 8:30 A.M.-6:00 P.M.	FASHIONS FROM AUGUST COLLEGE ISSUE	GLAMOUR MAGAZINE	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	"Perfect College Shop"--continuous showings of college fashions, including ideas for selling and display. Informal modeling, 8:30, 12:30, and 5:00. Reservations--breakfast and luncheon: MU. 9-5900, Ext. 476.		
Monday May 25 4:30 P.M. Champagne	ANNUAL FALL FASHION SHOWS	MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE)	WALDORF-ASTORIA BALLROOM
	Showings at 5:00 P.M. on May 25 and June 1. Breakfast at 7:15 A.M., on May 26, 27, 28, June 2, 3 (7 A.M.) 4, 5, 8, 9, 10, 11, 12. By invitation and ticket only. Fashion Director: Doris Van Patten, OX. 5-1200.		
Monday May 25 8:00 P.M. Supper	ANNUAL FASHION SHOW: FORMAL SUPPER DANCE	FASHION INSTITUTE OF TECHNOLOGY	227 WEST 27TH STREET
	Fashion presentation at 8:00 P.M., followed by supper and dancing. Subscription (tax deductible): $100.00 per person for benefit of "Educational Foundation for the Apparel Industry." Contact: LA. 4-1300.		
Beginning Monday May 25	OPENING OF FALL COLLECTION	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Boutique separates, cashmere coordinates, imported knits, and casual suits, designed by Dorothy Arden. Continuous showings. Contact: LW. 4-0220.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 26-May 29 10:00 A.M.	AMERICAN PREVIEW OF FALL COLLECTION	HORST MANDEL COMPANY (WEST BERLIN)	HOTEL PLAZA PRIVATE SUITE
	Horst Mandel of West Berlin, designer and manufacturer, will introduce his first American collection of Fall-Winter coats and suits. Showings at 10:00, 11:15, 2:30, 4:00, beginning May 26 to May 29. By invitation. Thereafter showing in private suite, by appointment. Publicity: Irene Weissman at Roy Bernard Co., TE. 8-2930.		
Tuesday May 26 11:00 A.M.	PREMIERE SHOWING FOR THE PRESS	GUY DOUVIER FOR LEONARD ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Preview for the press of Guy Douvier's Fall collection, designed in Paris. Trade showings, June 2 and 9 at 4:30. By invitation. Contact: Judy Farr, WI. 7-5324. Publicity: Ruth Hammer Assoc., EL. 5-7872.		
Tuesday May 26 4:00 P.M. Cocktails	GALA PRESS PREVIEW: FALL COLLECTION	MADEMOISELLE RICCI FOR MURRAY ZENKEL	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Preview of Fall collection, designed by Nina Ricci, Paris. By invitation. Thereafter, June 2, 8, 10, 15, 17 at 12:00 Noon. By reservation. Contact: Marta Schreiber, CH. 4-2270.		
Tuesday May 26 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTIONS	R & K ORIGINALS, INC.; AMY ADAMS	500 CLUB 500 SEVENTH AVENUE
	Preview of misses fashions; also Amy Adams' half-size fashions. For press and buyers, by invitation. Thereafter at showroom, 1400 Broadway. Publicity: Theo Arkus, PE. 6-0900.		
Wednesday May 27 9:30 A.M. Breakfast	PREVIEW OF FALL COLLECTION	MR. GEE (1407 BROADWAY)	1407 CLUB 1407 BROADWAY
	Preview of Fall sportswear, dresses, at-home clothes, designed by Ruthanne Tuttle. For press and buyers, by invitation. Thereafter at showroom, 25th floor. Contact: Bernice Lewis, WI. 7-8178.		
Wednesday May 27 10:00 A.M.	PRESS PREVIEW: FALL COATS AND SUITS	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Jack Sarnoff's Fall collection of coats and suits, designed by Molly. By invitation. Thereafter, June 2, 4, 9, 11, 16 at 10:00 A.M. By reservation. Contact: PE. 6-7121. Publicity: Alene Burt, MU. 4-7350.		
Wednesday May 27 10:30 A.M.; 2:00 P.M.	PREVIEW: FALL-WINTER FUR FASHIONS	ZIMMERMAN SCHER, INC.	150 WEST 30TH STREET SHOWROOM - 17TH FLOOR
	"A.A."--Average American sized furs for women 5'5" and under, designed by Jack Zimmerman. For resident buyers, by reservation. Beginning Thursday, June 4, daily at 10:00 and 2:00. By appointment. Contact: Sam Mandelbaum or Arthur Ettinger, PE. 6-9316.		
Wednesday May 27 11:00 A.M.	PRESS PREVIEW: FALL COLLECTION	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Preview of Fall Collection, designed by Philippe Tournaye. By invitation. Showings thereafter, June 3, 4, 9, 10, 11 at 2:30. By reservation. Contact: Murray Solomon, LO. 4-3600.		
Wednesday May 27 12:30 P.M. Luncheon	PRESS SHOWING: FALL-WINTER FUR FASHIONS	FUR & SPORT (DIV. OF HOUSE OF GOMPERTZ)	BARBETTA RESTAURANT 321 WEST 46TH STREET
	"A Unique Couture Fur collection"--Fall-Winter fur fashions, designed by Mr. Fred, for World's Fair Wing of Fashion. By invitation. Contact: Lisa Curtis, MU. 4-7444.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 27 2:30 P.M. Cocktails	PREVIEW: FALL JUNIOR DRESS COLLECTION	HAYETTE, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	For press and buyers, by invitation. Continuous daily showings thereafter. Publicity: Jeanette Gottlieb, BR. 9-6560.		
Wednesday May 27 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	For press, by invitation. Thereafter, June 2, 3, 9, 10, 16 at 1:00 P.M. By appointment. Contact: Lee Lerner, LO. 3-0988.		
Thursday May 28 9:00 A.M. Breakfast	PRESS PREVIEW OF FALL SPORTSWEAR	CASTILLO FOR ZACARI, LTD.	ST. REGIS HOTEL VERSAILLES ROOM
	Preview of Fall sportswear collection, designed by Castillo for Zacari. Showing at 9:30. By invitation. Contact: PE. 6-3650. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday May 28 12:00 Noon Luncheon	INTIMATE APPAREL LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL BALLROOM
	"News for Fall 1964 in Lingerie, in Foundations, in At-Home Wear". Co-chmn. & Commentators: Marian Sherwood, "Vogue Magazine," and Rosalind Starkman, Bloomingdale's. Prices: $10.00, members; $15.00, guests. Contact: CI. 7-3940.		
Thursday May 28 3:30 P.M.	PREVIEW OF FALL DRESS COLLECTION	LESLIE FAY, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
	By invitation. Continuous daily showings beginning Tuesday, June 2. Contact: Isabelle Crawford, LW. 4-9000.		
May 30	MEMORIAL DAY (Saturday)--Legal Holiday.		
Monday June 1 10:30 A.M.; 11:30 A.M.	OPENING: FALL COLLECTIONS	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Showings--Leonard Arkin, June 1, 8 at 10:30; Andrew Arkin, June 1, 8 at 11:30. Publicity: Judy Farr, WI. 7-5324.		
Monday June 1 10:30 A.M.; 2:30 P.M.	MIAMI FALL FASHIONS BY JOSE ANTONIO	DONA, INC. (MIAMI, FLORIDA)	HOTEL GOTHAM PRIVATE SUITE
	Daily informal modeling of couture daytime, cocktail, and evening fashions at 10:30 and 2:30. By appointment. Contact: Maxine Bampie, MU. 7-0973.		
Monday June 1 11:00 A.M.	OPENING OF FALL COLLECTION	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Nat Kaplan's Fall collection June 1 at 11:00; and June 8 at 1:15. By reservation. Contact: Miss Fritzi, LO. 5-4115.		
Monday June 1 3:30 P.M.	OPENING OF FALL JUNIOR COLLECTION	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Junior Accent's Fall junior collection, designed by Frank Adams. By invitation. Continuous daily thereafter. Contact: LO. 4-1434.		
Monday June 1 4:00 P.M. Cocktails	PREVIEW: CALIFORNIA FASHIONS IN NEW YORK	HELGA	HOTEL GOTHAM
	Helga will preview their Fall fashions. Show at 4:30. By invitation. Thereafter showings in private suite, by appointment. Contact: Walter Oppenheimer, MAdison 7-0806(L.A.); or LE. 2-2070(N.Y.).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 1 6:30 P.M. Cocktails-Dinner	DINNER-FASHION SHOW FOR FALL, 1964	DU PONT COMPANY	HOTEL PLAZA BALLROOM
	Formal dinner and fashion show in tribute to American designers, featuring costumes in Du Pont fibers from the N.Y. Couture Group. Preview of trend-setting styles for Fall, 1964. Cocktails--6:30, Terrace Room; Dinner--8:00, Ballroom, followed by show. For retail store executives, buyers, and press. By invitation only. Contact: Trade, Joy Diamond, 971-4326; Press, Mabel Henderson, 971-4375.		
Beginning Monday June 1	OPENING OF FALL COAT COLLECTION	BATALDI (BAITCH & CASTALDI)	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
	Continuous daily showings of Fall coat collection. Contact: LO. 4-6886.		
Beginning Monday June 1	FALL IMPORT READY-TO-WEAR COLLECTION	FONTANA OF ROME	HOTEL PLAZA SUITE 334-36
	Fontana's Fall import ready-to-wear collection at daily informal showings. Contact: Joan Franges, PL. 3-7244.		
Beginning Monday June 1	OPENING OF FALL COAT COLLECTION	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
	Continuous daily showings. Contact: Alan Baron, PE. 6-8867.		
Beginning Monday June 1	OPENING OF FALL KNITWEAR COLLECTION	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 10TH FLOOR
	Continuous daily showings of Fall knitted dresses, coats, and ensembles. Contact: Robert Brown, LO. 4-1080.		
Beginning Monday June 1	OPENING: FALL COLLECTION	RONA DRESS COMPANY	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Opening in new showroom of Fall collection of dresses and costumes, designe by Lee Shapiro, at continuous showings. Contact: CH. 4-3872.		
Beginning Monday June 1-June 18	CALIFORNIA FASHIONS IN NEW YORK	WAYNE FULLER, INC.	HOTEL GOTHAM
	Fall collection of dresses and costumes for afternoon and evening. By appointment. Contact: Dick Steiner, 122 E. 7th St., MA. 7-5461 (L.A.).		
June 2	PRIMARY DAY -- Monday.		
Tuesday June 2 8:00 A.M. Breakfast	FASHION SHOW AND BREAKFAST	INGENUE MAGAZINE (750 THIRD AVENUE)	HOTEL BILTMORE MUSIC ROOM
	"The Girl Game"--back-to-school fashions for August, modeled by Ingenue's own reader models. Show at 8:45. Commentator: Ann Dickson. By reservation. Tickets: $3.50. Contact: Peg O. Benson, YU. 6-6300.		
Tuesday June 2 9:30 A.M.	OPENING OF FALL COLLECTION	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Fall cocktail and evening fashions, designed by George Nardiello. Thereafter June 3, 4, 8, 9, 10, 11, 12, 16, 17, 18 at 9:30. By reservation. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.		
Tuesday June 2 10:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Showings at 10:00 A.M., June 2, 4, 9, 11, 18. By reservation. Contact: LO. 4-3246.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 2 10:00 A.M.	OPENING: FALL COATS AND SUITS	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
	Showings June 2, 4, 9, 16, 18 at 10:00 A.M. By appointment. Contact: Herbert Gallant, LA. 4-7285.		
Tuesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION	DAVID GOODSTEIN ASSOC., INC.	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Showings, June 2, 10, 16 at 10:30 A.M. By appointment. Contact: Carolyn Carpenter, LA. 4-2577.		
Tuesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION	EDWARD ABBOTT	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Fall collection, designed by Nick Savage at 10:30 A.M., June 2, 3, 9, 10, 11, 16. By reservation. Contact: Myra de Francesca, LA. 4-8490.		
Tuesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION	ANDREA A; MADEMOISELLE ARLETTE	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Andrea A, featuring Mademoiselle Arlette, showings June 2 and 9 at 10:30. Publicity: Judy Farr, WI. 7-5324.		
Tuesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION	PATTULLO-JO COPELAND	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Also June 9, 10, 12, 16, 17, 18 at 10:30 A.M. By reservation. Contact: Sam Cohen, LO. 3-5650.		
Tuesday June 2 11:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Suits, coats, costumes, dresses, designed by David Kidd. Also at 11:30, June 4, 8, 10, 16. Contact: Virginia Yost, LA. 4-3404.		
Tuesday June 2 11:30 A.M.	PRESS PREVIEW: FALL DRESS COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	By invitation. Thereafter showings, June 9, 10 at 11:30 A.M. Publicity: Betty Yarmon, TR. 9-7112.		
Tuesday June 2 12:00 Noon	OPENING: FALL JUNIOR COLLECTION	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
	Also, June 3, 4, 9, 10 at 12:00 Noon. By reservation. Contact: Audrey Brock, OX. 5-6440.		
Tuesday June 2 12:00 Noon	OPENING OF FALL COLLECTION	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Showings, June 2, 10, 17 at 2:00. By appointment. Contact: WI. 7-0152.		
Tuesday June 2 12:00 Noon	OPENING OF FALL COLLECTION	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Showing of Fall collection, designed by Don Breitinger, June 2, 4, 9, 11, 16 at 12:00 Noon. By reservation. Contact: LA. 4-0237.		
Tuesday June 2 12:30 P.M. Luncheon	GRADUATION LUNCHEON	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
	Executives from the fashion field will meet the School's 102 graduates; presentation of alumnae awards. Master of ceremonies: Adam Gimbel. Speaker: Jessica Daves. By invitation. Contact: Lorraine Helfont, TR. 9-4644. Publ.: Harold Imber, Constance Hope, PL. 7-0515.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 2 1:00 P.M.	OPENING OF FALL COLLECTION	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Showing of Fall collection, June 2, 3, 4, 5, 9, 10, 11, 16 at 1:00 P.M. Contact: Roy Solomon, CH. 4-3488.		
Tuesday June 2 1:00 P.M.	OPENING: FALL COLLECTION	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Mr. Mort's Fall collection, designed by Stanley Herman, June 2 and 9 at 1:00 P.M. Contact: Jean Urban, OX. 5-4760.		
Tuesday June 2 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Junior Fall fashions, designed by Anne Klein and Chuck Howard, June 2, 3, 4, 8, 9, 10, 11, 15, 16, 17 at 1:00 P.M. Contact: LO. 4-0462.		
Tuesday June 2 1:15 P.M.	OPENING OF FALL COLLECTION	GOTHE (DAVID E. GOTTLIEB, INC.)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	"New High Spirits"--Fall collection, designed by Gina. Showings June 2, 4, 9, 11, 17, 23 at 1:15 P.M. By reservation. Thereafter by appointment. Contact: Larry Farragut or Miss Betty, LO. 5-2727.		
Tuesday June 2 1:15 P.M.	OPENING OF FALL COLLECTION	OLEG CASSINI	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Also, June 4, 9, 10, 16, 17 at 1:15. By reservation. Contact: Kay McGowan, LO. 5-6453.		
Tuesday June 2 2:00 P.M.	OPENING: FALL COAT COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	Showing of Fall coats June 2, 3, 4, 8, 10 at 2:00 P.M. By appointment. Contact: Mrs. Jay Lo Pinto, BR. 9-8987.		
Tuesday June 2 2:15 P.M.	OPENING OF FALL COLLECTION	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Paul Parnes' Fall collection, designed by Fernando Bosc and Earl Luick at 2:15, June 2, 4, 8, 9, 10, 15, 17. Contact: CH. 4-4600.		
Tuesday June 2 2:30 P.M.	OPENING OF FALL COLLECTION	HOUSE OF JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Designed by Peggy Thayer. By reservation. Thereafter Tues., Wed., Thurs., through June 11 at 2:30. Contact: Katherine Farmer, OX. 5-4812.		
Tuesday June 2 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
	By invitation. Showings thereafter, June 3, 4, 9, 10, 11, 16, 17, 18 at 12:00 Noon. By reservation. Contact: Harold Queler, LO. 3-4358. Publicity: Ann Silver of Pennoyer Assoc., MU. 2-6480.		
Tuesday June 2 4:00 P.M. Reception	TWENTY-NINTH ANNUAL COLLEGE CLINIC	MADEMOISELLE MAGAZINE (420 LEXINGTON AVENUE)	WALDORF-ASTORIA BALLROOM
	Back-to-school fashions from Mademoiselle's August 1964 college issue. Merchandise exhibit and reception 4:00 P.M. Showing promptly at 5:00. Tickets: $12.00, by invitation. (Special buses, Metropolitan Opera, West 39th St. & B'way, from 3:30; last bus at 4:45.) Contact: Lenore Benson, MU. 9-5900, Ext. 653.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 2 4:00 P.M.	OPENING OF FALL COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Showing at 4:00 P.M., June 2, 4, 8, 9, 10, 16. By appointment. Contact: PE. 6-5547.		
Tuesday June 2 4:00 P.M. Cocktails	FALL-WINTER FUR COLLECTION	FUR & SPORT (DIV. HOUSE OF GOMPERTZ)	224 WEST 30TH STREET SHOWROOM - 11TH FLOOR
	Showings of Fall-Winter fur collection, designed by Mr. Fred, June 2, 3, 4, 5, 8, 9, 10, 11, 12 at 4:00 P.M. Contact: PE. 6-8515.		
Tuesday June 2 4:30 P.M. Cocktails	PREVIEW OF FALL COLLECTION	YOUNG VIEWPOINT FASHIONS; YOUNG VIEWPOINT KNITS	500 CLUB 500 SEVENTH AVENUE
	Show at 5:00 P.M. For press and buyers, by invitation. Daily informal showings beginning Wed., June 3 at showroom, 1400 Broadway, 27th floor. Contact: Claire Suratt, CH. 4-4131. Publ.: Florence Judson, LA. 4-2640.		
Beginning Tuesday June 2	OPENING OF FALL JUNIOR COLLECTION	TED BROWN, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Continuous showings of daytime and late-day junior fashions, designed by Frances Prisco. Contact: LO. 4-9310.		
Wednesday June 3 10:30 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION	H.B.A. FURS, INC.	350 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Preview of fur fashions for Fall-Winter. By invitation. Thereafter by appointment. Contact: LA. 4-0105.		
Wednesday June 3 11:00 A.M.	OPENING: FALL JUNIOR COLLECTION	ARKAY, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Showings June 3 and 9 at 11:00 A.M. Contact: LO. 5-2626.		
Wednesday June 3 11:30 A.M.	OPENING: FALL COATS AND SUITS	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
	Showing of Fall coats and suits, June 3, 9, 11, 15, 17 at 11:30. By appointment. Contact: LA. 4-3310.		
Wednesday June 3 12:00 Noon	PREVIEW OF FALL COLLECTION	ESTEVEZ (550 SEVENTH AVENUE)	MAJESTIC THEATRE 245 WEST 44TH STREET
	By invitation. Thereafter at showroom, June 4, 9, 10, 11, 16, 18 at 12:00 Noon. By reservation. Contact: Ruth McLaughlin, LO. 4-6337.		
Wednesday June 3 12:00 Noon	PREMIERE: FALL-WINTER FUR COLLECTION	ESTEVEZ FURS (333 SEVENTH AVENUE)	MAJESTIC THEATRE 245 WEST 44TH STREET
	By invitation. Thereafter at showroom, by appointment. Contact: Julie Cohen, BR. 9-4737. Publicity: Ken Williams, WI. 7-4471.		
Wednesday June 3 1:00 P.M.	OPENING OF FALL COLLECTION	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Showings: June 3, 4, 8, 9, 10, 15, 16, 22 at 1:00 P.M. By appointment. Contact: Jean Roberts, LA. 4-3520.		
Wednesday June 3 1:00 P.M.	OPENING: FALL COLLECTION	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Also, June 4, 5, 8, 9, 10, 11, 16, 17 at 1:00 P.M. By reservation. Contact: Lynne Blum, PE. 6-0206.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 3 2:15 P.M. Champagne	PRESS PREVIEW: 1964 FALL COLLECTION	ROBERT SLOAN SPORTSWEAR, INC.	HOTEL GOTHAM PETITE BALLROOM-3RD FL
	Robert Sloan will present his 1964 "Golden Key Collection," featuring sportswear, dresses, and at-home clothes, designed by Sylvia de Gay. Show promptly at 2:45. By invitation. Continuous thereafter at showroom. Publicity: Margaret Hodge, LT. 1-3260; or contact: LA. 4-6651.		
Wednesday June 3 2:30 P.M.	OPENING: FALL COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Fall collection at 2:30, June 3, 9 and 18. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.		
Wednesday June 3 2:30 P.M.	PREVIEW OF FALL-WINTER FUR FASHIONS	QUALITY FURS-MANOS & BLOCK	333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Preview of Fall-Winter fur fashions. By invitation. Daily thereafter at 10:00 and 2:30. Contact: Herman Susskind, CH. 4-7551.		
Wednesday June 3 2:30 P.M.	OPENING OF FALL COLLECTION	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Also, June 5, 9, 10, 11, 16, 18 at 2:30. By appointment. Contact: PE.6-6983		
Wednesday June 3 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	By invitation. Buyer showings: June 4, 8, 11, 16, 18 at 10:30 A.M. By reservation. Contact: Mabel Glemby, LA. 4-9350.		
Wednesday June 3 4:30 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW	SEVENTEEN MAGAZINE (320 PARK AVENUE)	WALDORF-ASTORIA BALLROOM
	Fashions from Fall issues in a trends presentation. Showing promptly at 5:00 P.M. For retail stores, by invitation. Tickets: $10.00. Contact: Key Corinth, PL. 9-8100.		
Wednesday June 3 6:00 P.M. Cocktails	PREVIEW: CALIFORNIA FASHIONS IN NEW YORK	IRENE, INC.	SAVOY-HILTON HOTEL
	Preview of Irene's Fall collection. For press and buyers, by invitation. Thereafter, by appointment, in private suite. Contact: Barbara Trister, MAdison 6-3187(L.A.).		
Wednesday June 3 6:30 P.M. Cocktails	SEMI-ANNUAL SEMINAR: FOR MEMBER FIRMS	MERCHANDISING MOTIVATION INC.(39 WEST 55TH STREET)	500 CLUB 500 SEVENTH AVENUE
	"Fashion Forces For Fall and Winter '64"--clinic at 7:30. For member stores, by invitation. Contact: Marjorie Reich or Frances Hodges, LT. 1-2714.		
Thursday June 4 12:00 Noon	OPENING: FALL COUTURE FASHIONS	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Daytime, cocktail, and evening fashions at 12:00 Noon, June 4, 9, 11. By reservation. Contact: Beatrice Morett, CH. 4-5693.		
Thursday June 4 2:30 P.M.	OPENING: FALL COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Showings: June 4 at 2:30 and 5:00; June 9, 11, 16, 18 at 2:30; June 24 at 10:30. By reservation. Contact: Estelle Marr, LO. 3-1600.		
Thursday June 4 2:30 P.M.	OPENING OF FALL COLLECTION	LARRY ALDRICH ASSOC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Also, June 9, 10, 11, 16, 17 at 2:30. By reservation. Contact: CH.4-1872.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 4 4:00 P.M. Cocktails	PREVIEW OF FALL JUNIOR COLLECTION	MAM'SELLE (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	Junior fashions, designed by Betty Carol. By invitation. Thereafter, June 9 and 10 at 2:00 P.M., at showroom. By reservation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday June 4 4:00 P.M.	OPENING: FALL COLLECTION	SCAASI BOUTIQUE FOR MARTINI	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Showing of Fall collection, at new showroom, June 4, 9, 11, 16 at 4:00. By reservation. Contact: Eli Lehrman, LO. 4-0616.		
Thursday June 4 4:00 P.M. Champagne	PRESS PREMIERE OF NEW COLLECTION	WILLIAM BIDDLE (ANTHONY BLOTTA)	SHEPHEARD'S HOTEL DRAKE
	Anthony Blotta will introduce his protege, William Biddle, who will show his first collection of "Young Sophisticates"--dresses, suits, coats, and costumes for daytime and evening. By invitation. Contact: Norine Briggs, PE. 6-8412. Publicity: Margaret Hodge, LT. 1-3260.		
Beginning Thursday June 4- June 20	PREVIEW: LONDON FASHIONS IN NEW YORK	FREDERICK STARKE, LTD. (31 BRUTON ST., LONDON)	HOTEL PIERRE SUITE 415
	Frederick Starke will present his Fall collection of suits, ensembles, sportswear, cocktail, and evening dresses. Continuous daily showings, by appointment. Contact: TE. 8-8000.		
Friday June 5 9:00 A.M. Coffee	PREVIEW OF FALL-WINTER FUR FASHIONS	CHRISTIAN DIOR & LAURENCE KAYE FURS	345 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Presentation of the Christian Dior Fall-Winter fur collection; also the Laurence H. Kaye collection. By invitation. Thereafter at 10:30 and 2:30. Contact: Rose Ciacci, OX. 5-8340.		
Friday June 5 10:30 A.M.	OPENING: FALL COLLECTION	WILSON FOLMAR, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Wilson Folmar, in association with Larry Aldrich, will present his Fall collection on June 5, 9, 10, 11 at 10:30. By reservation. Contact (after May 18): Drew Logan, LA. 4-5923.		
Friday June 5 11:00 A.M.	SHOWING OF FALL COLLECTION	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Thereafter June 9, 10, 15 at 11:00 A.M. By invitation. Contact: Pat Brooks, WI. 7-4968.		
Friday June 5 12:00 Noon	PRESS PREVIEW OF FUR COLLECTION	HARRY & DAN GROSSMAN	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Harry and Dan Grossman's Fall-Winter fur collection, featuring designs by Merrill Lowell. By invitation. Thereafter by appointment. Contact: Lenore Krugman, PE. 6-0088.		
Friday June 5 2:30 P.M.	OPENING OF FALL COLLECTION	YOUNG ELEGANTE BY LARRY ALDRICH	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Showing, June 5, 8, 12, 15 at 2:30. By reservation. Contact: CH. 4-1872.		
Monday June 8 10:30 A.M.	PRESS PREVIEW: FALL-WINTER FUR COLLECTION	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Presentation of "Christie Creations" fur collection. By invitation. Commentator: Mia Grau, PL. 5-1127. Trade showings, beginning Tues., June 9, daily at 10:00 A.M. and 2:00 P.M. Publ.: Fredy Schey, TR. 9-9881.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 8 11:00 A.M.	OPENING OF FALL COLLECTION	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Preview of Fall collection, designed by Shannon Rodgers. Also at 2:00. By invitation. (Note Change of Date and Time.) Continuous daily thereafter, by appointment. Contact: Jean Dionne, CH. 4-7522 or CH. 4-4940.		
Monday June 8 12:00 Noon	OPENING OF FALL COLLECTION	GEOFFREY BEENE, LTD.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Showings at 12:00 Noon, June 8, 9, 10, 11, 15, 16, 17, 22. By reservation. Contact: LW. 4-0454.		
June 8	JERRY SILVERMAN'S SECOND SHOWING AT 2:00 P.M. (530 Seventh Avenue).		
June 8	PRESS SHOWING OF MAURICE RENTNER'S FALL COLLECTION AT 3:00 P.M.(See Pg.14)		
Monday June 8 3:45 P.M.	PREVIEW OF FALL COLLECTION	SAM FRIEDLANDER, INC. (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	Sam Friedlander's Fall collection, designed by Bob Bugnand, June 8 and June 11 at 3:45 P.M. By invitation. Thereafter, daily at showroom, by appointment. Contact: Sylvan Fox or Joy Roman, PE. 6-2663.		
Monday June 8 4:00 P.M. Cocktails	PREVIEW OF FALL-WINTER FUR FASHIONS	COOPCHIK-FORREST (333 SEVENTH AVENUE)	FOUR SEASONS RESTAURANT 99 EAST 52ND STREET
	Furs designed by Andre Fath and Donald Brooks for Coopchik-Forrest. Commentator: Carol Knox. By invitation. Contact: Miss Norma, LO.4-4726.		
Monday June 8 7:00 P.M.	RRESS PREVIEW: FALL COLLECTION	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	By invitation. Trade showings June 9, 10, 11 at 3:00 P.M. By reservation. Publicity: Paula Gregoriade, LO. 4-9115.		
Tuesday June 9 9:00 A.M. Breakfast	FUR COLLECTION BY BETTY YOKOVA	NEUSTADTER FURS	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Betty Yokova's high-fashion collection, designed for Neustadter Furs. Show at 9:30. By invitation. Contact: Mary Kelley, CI. 7-5213; or Harvey Neustadter, LA. 4-3365.		
Tuesday June 9 10:00 A.M.	OPENING OF FALL COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Also, June 10, 11, 16, 17, 18 at 10:00. By reservation. Contact:LA.4-7626.		
Tuesday June 9 11:00 A.M.	PRESS PREVIEW: FALL-WINTER FUR FASHIONS	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Preview of Revillon's whoesale Fall-Winter fur collection. By invitation. Thereafter by appointment. Contact: Mr. A. Grauer, LO. 5-5832.		
Tuesday June 9 11:30 A.M.	OPENING OF FALL COLLECTION	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Fall collection, designed by Dorothy Farbo, June 9, 11, 16 at 11:30 A.M. Contact: Marcella Wolfe, BR. 9-5991.		
Tuesday June 9 12:00 Noon	OPENING: FALL COLLECTION	TALMACK	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Talmack's Fall collection, designed by Dominic. Showings, June 9, 11, 16, 18 at 12:00 Noon. By reservation. Contact: Judy Burkett, BR. 9-1195.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 9 1:00 P.M.	OPENING: FALL MISSES COLLECTION	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	One formal showing, June 9 at 1:00 P.M. Contact: LO. 5-2626.		
Tuesday June 9 2:30 P.M.	OPENING: FALL COLLECTION	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Anthony Blotta's Fall collection June 9, 11, 16 at 2:30 P.M. By reservation. Contact: Dorothy Herme, PE. 6-8412.		
Tuesday June 9 2:30 P.M.	PRESS PREVIEW: FALL-WINTER FUR COLLECTION	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Preview for press of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showing, Wed., June 10 at 2:30 P.M. Thereafter by appointment. Contact: CH. 4-8686. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Avenue, TN. 7-2288.		
Tuesday June 9 2:30 P.M.	OPENING OF FALL COLLECTION	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Maurice Rentner's Fall collection, designed by Bill Blass. Showing June 9, 10, 11, 16, 17, 18, 23, 25 at 2:30 P.M. (Press show Monday, June 8, at 3:00 P.M.) By reservation. Contact: Eleanor Stoner, LA. 4-6968.		
Tuesday June 9 3:00 P.M.	OPENING OF FALL COLLECTION	ARTHUR COLE ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Showings of Fall collection, designed by Ole Borden, June 9 and 16 at 3:00 P.M. By reservation. Contact: Ron Davern, OX. 5-4760.		
Tuesday June 9 3:00 P.M.- 6:00 P.M.	TRADE SHOWING: OVER-THE-COUNTER FABRICS	EASTMAN CHEMICAL PRODUCTS, INC.	F.I.T. 227 WEST 27TH STREET
	"Eye On Fashion With Eastman Fibers"--trade showing of Fall fashions, featuring over-the-counter fabrics containing Eastman fibers. Cocktails--3:00 P.M.; Show--4:00 P.M., promptly. By invitation. Contact: Lester H. Senholzi, OR. 9-1820.		
Tuesday June 9 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	Dresses, suits, blouses, coordinates, and sweaters. By invitation. Continuous daily thereafter at showroom. Contact: OX. 5-4270. Publicity: Sara Pennoyer, MU. 2-6480.		
Tuesday June 9 4:00 P.M.	OPENING OF FALL COLLECTION	HATTIE CARNEGIE	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Showings June 9, 11, 16 at 4:00 P.M. By reservation. Contact: Sally Wolfe, OX. 5-3091.		
Tuesday June 9 5:15 P.M. Champagne	PREVIEW OF FALL COUTURE FASHIONS	ROSSINO-ANGELA, LTD.	30 WEST 57TH STREET SALON - 3RD FLOOR
	Showing of Fall couture fashions, designed by Angela. By invitation. Thereafter, by appointment. Contact: Mr. de Marinis, JU. 2-1747.		
Wednesday June 10 9:00 A.M. Breakfast	FALL-WINTER FURS BY LILLY DACHE	WELLS-TREISTER CO. (345 SEVENTH AVENUE)	HOTEL REGENCY BALLROOM
	Fur fashions, designed by Lilly Dache for Wells-Treister. By invitation. Continuous daily thereafter at showroom, 3rd floor. Contact: Melvin Treister, PE. 6-7681. Publicity: Eleanor Lambert, MU. 8-2130.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 10 10:30 A.M.	OPENING: FALL-WINTER FUR COLLECTION	BEN KAHN FURS	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
	Ben Kahn will present his Fall-Winter fur collection to buyers. Repeat showing June 11 at 10:30. By reservation. Contact: BR. 9-0633. Publicity: McGeehan & O'Connor Assoc., PL. 9-8150.		
Wednesday June 10 12:00 Noon	OPENING: FALL FASHIONS BY MOLLIE PARNIS	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Showings, June 11, 16, 17 at 12:00. Contact: Lou Scobell, BR. 9-5012.		
Wednesday June 10 3:45 P.M. Champagne	OPENING OF FALL COLLECTION	ERIC LUND FOR DEZON, INC.	16 WEST 57TH STREET SALON - 4TH FLOOR
	Showing of Fall collection, designed by Eric Lund, June 10 and June 16 at 3:45 P.M. By reservation. Other showings, continuous, by appointment. Contact: Babs Sedor, CI. 7-3875.		
Wednesday June 10 4:00 P.M.	OPENING: FALL COLLECTION	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Malcolm Starr will present his Fall collection, designed by Elinor Simmons and Mr. Arno, at new showroom, June 10, 11, 16, 17, 18 at 4:00. By reservation. Contact: Marion Auley, LA. 4-7690.		
Wednesday June 10 5:00 P.M. Cocktails	PREVIEW: CALIFORNIA FASHIONS IN NEW YORK	BUD KILPATRICK (2139 STONER, WEST L.A.)	HOTEL PLAZA WHITE & GOLD SUITE
	Preview of Fall collection. By invitation. Thereafter showing in private suite, by appointment. Contact: Eph Feinberg, BR. 2-1178(L.A.). Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday June 10 9:00 P.M.	PREVIEW OF FALL FASHIONS	BURKE-AMEY	16 WEST 57TH STREET SALON - 5TH FLOOR
	For press and buyers, by invitation. (Black Tie.) Also, Tues., June 16 at 5:00 P.M. By reservation. Contact: Helen Borger, CO. 5-7720.		
Thursday June 11 10:30 A.M.	PREVIEW: FUR FASHIONS FOR FALL-WINTER	MONA LISA FURS	333 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Preview of Fall-Winter fur fashions for Mona Lisa, designed by Max Koch. Commentator: Mia Grau. By invitation. Contact: CH. 4-5852.		
Thursday June 11 2:30 P.M.	OPENING: FALL FUR COLLECTION	RITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 14TH FLOOR
	Showing for buyers of Ritter's wholesale fur collection. Thereafter, at 10:30 and 2:30, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday June 11 8:00 P.M.	DRESS, COAT, AND SUIT TRENDS MEETING	TOBE ASSOCIATES, INC. (11 WEST 42ND STREET)	HOTEL COMMODORE BALLROOM
	By reservation. Contact: Ruth Farrell, OX. 5-6210.		
Friday June 12 9:00 A.M.	AMERICAN READY-TO-WEAR BREAKFAST & LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	N.Y. HILTON HOTEL BALLROOM
	Breakfast--9:00 A.M. Luncheon--12:00 Noon. Contact: CI. 7-3940.		
Monday June 15 11:00 A.M.; 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION	SARMI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Press, June 15 at 11:00. For buyers, June 15 at 3:00 and June 16 at 11:00. All showings, by invitation. Contact: Fay Berk, CH. 4-7270.		

CALENDAR FOR 1965

JANUARY

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DECEMBER

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